

DigiCOPY Dialogue®

*Our Mission -
To build long-term
relationships*

dcopy.net

March 2017

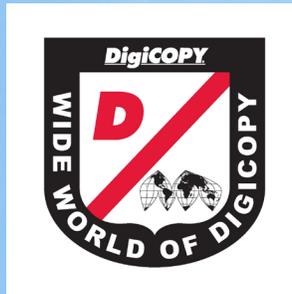
The Wide World of DigiCOPY

As a child, I grew up watching Jim McKay on ABC's 'Wide World of Sports'. The title aptly described the show, which aired for multiple hours every Saturday afternoon.

Before the days of ESPN, and a limitless amount of sports programming world-wide, Wide World of Sports was where a person would tune in to find sports other than baseball, basketball and football. Sports such as downhill skiing, figure skating, soccer and bike racing would often be featured. And one never knew for sure what one was going to see on any given week - "the constant variety of sport" was the hallmark of their programming.

That concept of virtually limitless possibilities and endless variety of options is very similar to our environment at DigiCopy. We often say, that every company, no matter how big or small, has a product need that we could fill. I am excited about our "Wide World of DigiCopy" and how we can provide "the constant variety of business solutions" for you!

-Craig Shuler
DigiCOPY President/CEO
shuler@dcopy.net



Bergeron Joins DigiCOPY Team

Brant Bergeron has joined the DigiCOPY team as Vice President of Marketing and Communications, and will be completing his 6th month with the company on April 1st. "I am very excited to be part of the DigiCOPY family and supporting the efforts of co-workers across the state as they fulfill the promises we make to our customers, each other and the communities we serve," Bergeron said.

"I've worked with DigiCOPY in prior professional roles and was aware of their mission to build long-term relationships with customers, co-workers and communities at each of their locations. It is a privilege to now be part of the team committed to that mission," he added.

"In my first six months with DigiCOPY, I have seen first hand how the "Wide World of DigiCOPY" has met the needs of our customers and the "WOW" factor created by our many business solutions" Bergeron said. bergeron@dcopy.net



2016 Service Quality Results

Stellar customer service is the backbone of any successful business. To that end, a random sampling of 70 DigiCOPY customers are surveyed each month - 10 customers in each store location.

Customers are asked four questions, responses on a scale of 1-10, with 10 being the highest:

1. Rate the **QUALITY** of the product you received from DigiCOPY
2. Satisfaction with the **SPEED** of order completion
3. Level of **CUSTOMER SERVICE** throughout the order process
4. Likelihood to **REFER** DigiCOPY to a colleague or acquaintance

2016 service quality results from 840 customer contacts:

Category	Score
Quality	9.50
Speed	9.54
Customer Service	9.56
Refer	9.59

Company Total **9.54**

Thanks to all who responded to our calls, and as always, thanks for your business!

"Like Us" on Facebook



Please take a moment to "like" DigiCOPY on Facebook to receive information on special

offers, promotions, track company activities, co-workers in the community and other information. Share our page with colleagues and other Facebook friends.

Loosen Up The Business Atmosphere

-Hal Becker



I am amazed how many people act so phony around their customers. Many people call this “professional.” I call this insincere. I want to know the real person, not someone who is fake or trying to be impressive. Here are some ways to build better business relationships:

Be yourself.

Not the hardest thing to do. Try it, you might even like it. It is so easy to be around people that make us feel welcome or allow us to just be ourselves.

Someone has to break the ice.

Instead of playing the “corporate” game, why not play the “personal” game? If you are in someone’s office and you notice something that might be personal, like a picture of their family or a boat or whatever, let them talk about it. After that, share something personal about yourself. We are all such similar people when you get down to it.

Find a common ground.

Take notice of things around you. Everyone has something in common. The key is to look for it or ask questions.

Hal Becker is a nationally known speaker on sales and customer service. He is the author of two best selling books and can be reached at HalBecker.com

Don't try to impress or have an agenda in mind.

The nicer someone is, the more open they are, the more impressed I get. Don't force it. Also, forget your agenda if you are only trying to “sell them something.” People can see right through this and will quickly realize you are not there to form a relationship, but rather satisfy your own goals.

Be the way with them as you would like them to be with you.

The Golden Rule. Quit the game playing and posturing to seem professional or powerful, and just be natural and easy to be around.

If you try a few of these common sense tips to loosen up the “business atmosphere” you will enjoy much deeper relationships quicker than you ever expected.

Re-Invest in Your Community



Current and former DigiCOPY co-workers from across the state participated in the annual Bowl For Kids Sake for Big Brothers Big Sisters of Central Wisconsin in Stevens Point on February 24, 2017...Back to the 80's!!

- Employees passionate about being involved in their communities are excellent ambassadors for your company or organization. They give a face to your brand.
- Employee volunteerism can generate secondary benefits such as positive media coverage and great word-of-mouth about your business.
- Community involvement can also be used as an HR tool for recruiting, retaining and developing qualified and motivated talent.
- Community involvement offers employees both personal satisfaction and personal development. You may be helping them experience a clearer match between your corporate and their personal values.

And most importantly, give of yourselves freely!

-Inside Business

Millionth Piece of Mail Processed

A major milestone was reached at DigiCOPY in January 2017, when, after ten months, the millionth piece of direct mail was printed and processed for distribution. DigiCOPY began mailing services in March, 2016.

Ripon College, one of over 150 companies/organizations utilizing DigiCOPY's online ordering system, was the lucky customer whose printed/mail piece clicked "one million" on the counter. DigiCOPY commemorated the millionth piece of mail with a special presentation to Ripon College on February 17th. (photo right)

"Small colleges like Ripon, and other colleges of similar size, sometimes assume that outsourcing is going to add costs and be a headache," said Melissa Anderson, Ripon College VP of Marketing & Communications. "Exactly the opposite was true as we partnered with DigiCOPY," she added.



(l-r) Melissa Anderson, Ripon College VP of Marketing & Communications; Chris Berndt, DigiCOPY Regional Sales Representative; Shelly Martin, DigiCOPY Customer Service Representative; Cordelle Walker, Ripon College student employee; and Kim Scanlon, Ripon College Office Manager for Alumni & Annual Fund

For more information on ways DigiCOPY can provide solutions for your business/organization through mailing services or on-line ordering, call 715-347-2736 or e-mail bergeron@dcopy.net



Ream Me Up Scotty!

As an expert in the printing business, DigiCOPY knows paper...and DigiCOPY sells the same 20# 8 1/2 x 11 paper we print on, by the ream or by the carton.

Our multi-purpose paper is made in the USA and ideal for your laser printer, copier, ink jet printer or fax machine.

\$4.99 per individual 500 sheet ream, \$44.99 per carton (10 reams @ \$4.49 per ream).

Call or stop by any of our DigiCOPY store locations and pick up copy paper today...ream me up Scotty!

March Is National Nutrition Month

Kimberly Ice, LAT and Christine Lundberg, RD, CD
Employer Solutions
Ministry Health Care, part of Ascension



Start with these 10 small tips to achieve lasting change:

1. Do not skip breakfast. Skipping breakfast will hurt your weight loss or maintenance efforts because it can lead to high-calorie cravings later.
2. Include more colorful fruits and vegetables in your diet. Try filling half your plate with fruits and vegetables and split the remaining half between whole grains, low-fat dairy and lean protein such as lean meats, fish and beans.
3. Take a daily multi-vitamin if your diet does not contain enough nutrients.
4. Eat lean meats, low fat dairy, healthy fats and whole grains.
5. Avoid partially hydrogenated oils, which contain unhealthy trans fats. Watch for trans fat on nutrition labels and partially hydrogenated oils in ingredient lists.
6. Get portion size under control! Everything in moderation! It is important to remember that no foods are off limits as long as they are eaten in moderation. Eat light and often.
7. Drink plenty of water every day to keep nutrients moving and to remove toxins from your body. Avoid high-calorie drinks.
8. Avoid eating at fast food restaurants on a regular basis. Fast foods tend to be high in calories and low in nutrients.
9. Reduce the amount of processed foods you eat. They tend to have more sodium and saturated fat, as well as less fiber and nutrients. Instead, start with fresh, whole foods as much as possible.
10. Avoid carb-free, fat-free, sugar-free and other types of extreme diets.

Our Mission:

To build long-term relationships

Our Philosophy:

Customers

We strive to build long-term relationships with each of our customers. Together, we will provide the highest quality document solutions, employing digital technology and the dedicated, solution-oriented attitudes of co-workers.

Co-Workers

Each of our co-workers is a valuable member of the DigiCOPY family. We appreciate their opinions, and recognize their hard work. We value independent thinking and teamwork; and foster a flexible environment where creativity is rewarded.

Community

We acknowledge the invaluable relationships we form with our communities, customers, co-workers and suppliers. We will play a vital role within each community we serve, providing career opportunities and unique services.

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Smart Partnerships - Ensuring Our Future

We believe in the responsible use of our resources. To find out more about our sustainable printing policy, visit dcopy.net, click on the "About DigiCOPY" tab, then click on "Sustainable Printing."

Here's what our customers are saying:

"DigiCOPY is quick, efficient and reasonably priced. No matter how quick the turnaround, you always accommodate us. I'm ALL about DigiCOPY." - Milwaukee

"Our department and program(s) have benefited beyond all expectations from this partnership. We have formed trusted, creative, ground-breaking relationships with the Digi team and count them every bit as colleagues, more so than vendor partners." - La Crosse

"DigiCOPY staff have gone above and beyond to offer excellent customer service, time and time again. They are pleasant, always positive, and always willing to meet any need, even when the jobs are large and the time is limited. We truly appreciate their fantastic work and their smiling faces." - Wausau

"I have been very satisfied with the products I have received from DigiCOPY. Orders are delivered on schedule - and sometimes early - which is very much appreciated. I have worked with several representatives and all have been courteous and patient with my many questions. Their finished products are high quality and extremely professional." - Stevens Point

8 locations to serve you...

Eau Claire (715) 552-3444
eauclaire@dcopy.net

Wausau (715) 849-2679
wausau@dcopy.net

Milwaukee Van Buren (414) 283-2679
milwaukee@dcopy.net

Green Bay (920) 857-2208
greenbay@dcopy.net

Stevens Point (715) 295-9606
stevenspoint@dcopy.net

3rd Ward (414) 291-4050
milwaukee-erie@dcopy.net

La Crosse (608) 782-4355
lacrosse@dcopy.net

US Bank (414) 765-2379
milwaukee-usbank@dcopy.net